

## “SHOW US YOUR SMILE” SELFIE SPONSOR OPPORTUNITY

Every event now has a featured opportunity to take a selfie with friends and share on social media about the experience; CURRENT will be no exception. However, instead of simply providing a backdrop, our intention is to work with a local artist/creator to ensure the experience will be magical and irresistible.

We believe art enriches all of our lives and it will play an important and exciting role at the festival. Presented by the same team that has managed Nuit Blanche Winnipeg for the last several years, CURRENT will have an intentional focus on featuring visual art. Providing opportunities to escape and play, the art will be both interactive and inspiring.

As the selfie sponsor, your brand would be represented on the selfie wall and extended experience, created for guests to interact with, throughout the festival.

“SHOW US YOUR SMILE” SELFIE SPONSOR BENEFITS		\$10,000	\$7,500	\$5,000
Unique Activation: Selfie Wall Installation	Represented on selfie wall/experience to be visible in every photo, social media post and re-post	✓	✓	✓
	Unique hashtag with incentive to use. <i>Eg. “Show us your #businessnamehere and tag @businessnamehere to be entered to win a prize”</i>	✓		
Logo and Name Recognition	At event on digital screens: <i>Shown between stage artists on a loop</i>	Individual slide	Individual slide	Shared slide
	On Website and Event App: <i>Featured on “Participate” and “Art” and “Sponsor” pages</i>	✓	✓	✓
	Naming rights of Selfie wall and/or experience. <i>Eg. Business Name Here Selfie Experience: Show Us Your Smile!</i>	✓		
Other Benefits	Social media recognition prior to festival promoting selfie experience: <i>Specifics to be discussed</i>	✓	✓	
	Full-Weekend VIP tickets	4	2	
	Exclusivity in the Dentistry industry	✓		
Notes:	Exclusivity in the Dentistry industry granted: <i>Upon full payment</i>			
	<i>On first-come, first-served basis</i>			
	First right of refusal for three years, to be renewed no later than December 1			
	Unless otherwise noted, costs incurred to execute agreement are covered by CURRENT			